

***Case No COMP/M.5541 -
GE / NEWSCORP /
DISNEY / HULU JV***

Only the English text is available and authentic.

**REGULATION (EC) No 139/2004
MERGER PROCEDURE**

Article 6(1)(b) NON-OPPOSITION
Date: 24/06/2009

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COMMISSION OF THE EUROPEAN COMMUNITIES

Brussels, 24.6.2009
SG-Greffe(2009) D/3589
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PUBLIC VERSION

MERGER PROCEDURE
ARTICLE 6(1)(b) DECISION

SIMPLIFIED PROCEDURE

To the notifying parties:

Dear Madam(s) and/or Sir(s),

**Subject: Case No COMP/M.5541 – GE/NewsCorp/Disney/Hulu JV
Notification of 19.05.2009 pursuant to Article 4 of Council Regulation (EC) No
139/2004¹
Publication in the Official Journal of the European Union No C 119, 28.05.2009
p.12**

1. On 19.05.2009, the Commission received notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 by which the undertakings General Electric ("GE", USA), News Corporation ("NewsCorp", USA) and The Walt Disney Company ("Disney", USA) acquire within the meaning of Article 3(1)(b) of the Council Regulation joint control over Hulu LLC ("Hulu", USA), an existing company currently jointly controlled by GE and NewsCorp, by way of purchase of shares.

The business activities of the undertakings concerned are:

¹ OJ L 24, 29.1.2004, p. 1.

- for GE: Infrastructure, industrial products, finance, healthcare, media and entertaining;
 - for NewsCorp: Entertainment, television, newspapers, magazines, book publishing;
 - for Disney: Entertainment and media;
 - for Hulu: TV and film entertainment over the internet.
2. After examination of the notification, the Commission has concluded that the notified operation falls within the scope of Council Regulation (EC) No 139/2004 and of paragraphs 5(a) and (b) of the Commission Notice on a simplified procedure for treatment of certain concentrations under Council Regulation (EC) No 139/2004².
 3. For the reasons set out in the Notice on a simplified procedure, the Commission has decided not to oppose the notified operation and to declare it compatible with the common market and with the EEA Agreement. This decision is adopted in application of Article 6(1)(b) of Council Regulation (EC) No 139/2004.

For the Commission
(signed)
Philip LOWE
Director General

² OJ C 56, 05.3.2005, p. 32.